

ORDER



Orders
Order / Rev: 507993
Alt Order #: 9431241
Product Desc: 2029/ISSUE/RLE OF LW
Estimate: 2029
Flight Dates: 10/28/14 - 11/03/14
Original Date / Rev: 10/24/14 / 10/24/14
Order Type: REG

WLUK

Primary AE: Katz San Francisco
Sales Office: K-SAN
Sales Region: Nat

Agency Name: Wickers Group
Buying Contact:
Billing Contact:
 1819 Polk Street
 San Francisco, CA 94103-3003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Rule of Law Project WI
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/27/14	11/03/14	15	\$44,250.00	\$37,612.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2014	15	\$44,250.00	\$37,612.50	0.00
Totals	15	\$44,250.00	\$37,612.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz San Francisco			Start Of Order - End Of Order	100%

Order Share	Share	Total
WLUK	24%	\$44,250.00
Market	100%	\$184,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WACY	0%	\$0.00
WBAY	26%	\$47,937.50
WCWF	0%	\$0.00
WFRV	30%	\$55,312.50
WGBA	20%	\$36,875.00
WMMF	0%	\$0.00
WPNE	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WLUK	10/28/14	10/31/14	EM (M-F) Good Day Wisconsin	CM	5a-9a	-TWTF--	:30	1	\$1,250.00	P1	0.00	NM	1	\$1,250.00
GOOD DAY WISC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/27/14	11/02/14	-TWTF--	1		\$1,250.00		0.00						
E 2	WLUK	10/28/14	10/31/14	EN (M-F) Fox 11 News at 5p M-F	CM	Fox 11 News at 5p	-TWTF--	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
FOX 11 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/27/14	11/02/14	-TWTF--	1		\$3,000.00		0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WLUK	10/28/14	10/31/14	EN (M-F) Fox 11 News at 5p M-F	CM	Fox 11 News at 5p-TWTF--		:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
FOX 11 NEWS															
E 3	WLUK	10/28/14	10/31/14	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-TWTF--	:30	2	\$5,000.00	P1	0.00	NM	2	\$10,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-TWTF--			2		\$5,000.00			0.00			
E 4	WLUK	10/28/14	10/31/14	M-F 630p-7p M-F 630p-7p	CM	630p-7p	-TWTF--	:30	1	\$7,500.00	P1	0.00	NM	1	\$7,500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-TWTF--			1		\$7,500.00			0.00			
E 5	WLUK	10/28/14	10/31/14	LN M-F Fox 11 News at 9p M-F	CM	9-10p	-TWTF--	:30	3	\$3,000.00	P1	0.00	NM	3	\$9,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-TWTF--			3		\$3,000.00			0.00			
E 6	WLUK	11/03/14	11/03/14	LN M-F Fox 11 News at 9p M-F	CM	9-10p	1-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----			1		\$3,000.00			0.00			
E 7	WLUK	11/03/14	11/03/14	M-F 6p-630p M-F 6p-630p	CM	6p-630p	1-----	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		11/03/14	11/09/14	1-----			1		\$5,000.00			0.00			
E 8	WLUK	11/01/14	11/01/14	GDW SaSu 6a-9a GDW SaSu 6a-9a	CM	6a-9a	-----1-	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
GOOD DAY WISC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-----1-			1		\$750.00			0.00			
E 9	WLUK	11/02/14	11/02/14	GDW SaSu 6a-9a GDW SaSu 6a-9a	CM	6a-9a	-----1	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
GOOD DAY WISC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-----1			1		\$750.00			0.00			
E 10	WLUK	11/02/14	11/02/14	FOX News Sunday Fox News Sunday	CM	9a-10a	-----1	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
FOX NEWS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-----1			1		\$500.00			0.00			
E 11	WLUK	11/02/14	11/02/14	LN Su Fox 11 News at 9p Su	CM	9p-10p	-----1	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
FOX 11 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	-----1			1		\$1,500.00			0.00			
E 12	WLUK	10/30/14	10/30/14	Thur Hour 1 Thur Prime Hour 1	CM	7p-8p	---1---	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
BONES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/27/14	11/02/14	---1---			1		\$2,000.00			0.00			
													Totals	15	\$44,250.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: SEE ATTACHED <u>WLUK-TV GREEN BAY, WI</u>	Date: SEE ATTACHED <u>10-24-14</u>
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I, The Wickers Group (1819 Polk St. #373, San Francisco, CA 94109)
do hereby request station time concerning the following issue:

→ Wisconsin state election

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

This broadcast time will be used by: → Rule of Law Project

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

N/A

I represent that the payment for the above described broadcast time has been furnished by (name and address):

→

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

→

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

→ Rule of Law Project

1627 I st. NW #950
Washington, DC 20006

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

→ Executive: Adam J. White

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

→ 10/17/2014 → [Signature] → 202-706-5488
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] CHRIS SACK NSM
Signature Printed Name Title